

Metro compare by Company

Geographic Tracking  
PM Stars Projected Database - Weekly  
Database as of FEB 07,1998  
13wm

SDI

	<u>PM</u>	<u>RR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
<b>Total Metro Mkts</b>	<b>106</b>	<b>85</b>	<b>97</b>	<b>128</b>	<b>90</b>
Total Non-metro Mkts	96	111	101	85	108
<b>Reg 1 Metro</b>	<b>110</b>	<b>64</b>	<b>82</b>	<b>209</b>	<b>53</b>
R1 Non-metro	95	93	97	152	114
<b>Reg 2 Metro</b>	<b>105</b>	<b>95</b>	<b>84</b>	<b>123</b>	<b>87</b>
R2 Non-metro	91	125	89	103	75
<b>Reg 3 Metro</b>	<b>107</b>	<b>100</b>	<b>105</b>	<b>54</b>	<b>83</b>
R3 Non-metro	96	111	110	64	107
<b>Reg 4 Metro</b>	<b>96</b>	<b>90</b>	<b>103</b>	<b>150</b>	<b>140</b>
R4 Non-metro	101	102	102	63	166
<b>Reg 5 Metro</b>	<b>113</b>	<b>79</b>	<b>114</b>	<b>64</b>	<b>74</b>
R5 Non-metro	99	107	117	49	79

Share

	<u>PM</u>	<u>RR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
<b>Total Metro Markets</b>	<b>51.15</b>	<b>21.98</b>	<b>14.93</b>	<b>9.68</b>	<b>1.45</b>
Total Non-Metro Mkts	46.46	28.75	15.47	6.40	1.76
<b>Reg 1 Metro</b>	<b>53.16</b>	<b>16.65</b>	<b>12.70</b>	<b>15.68</b>	<b>0.84</b>
Reg 1 non-metro	45.98	24.02	15.04	11.44	1.86
<b>Reg 2 Metro</b>	<b>50.99</b>	<b>24.66</b>	<b>12.90</b>	<b>9.28</b>	<b>1.39</b>
Reg 2 Non-metro	44.02	32.31	13.64	7.80	1.22
<b>Reg 3 Metro</b>	<b>51.85</b>	<b>25.93</b>	<b>16.24</b>	<b>4.05</b>	<b>1.35</b>
Reg 3 Non-metro	46.57	28.90	16.90	4.83	1.74
<b>Reg 4 Metro</b>	<b>46.51</b>	<b>23.33</b>	<b>15.83</b>	<b>11.40</b>	<b>2.27</b>
Reg 4 Non-metro	49.12	26.59	15.63	4.74	2.69
<b>Reg 5 Metro</b>	<b>54.73</b>	<b>20.61</b>	<b>17.58</b>	<b>4.83</b>	<b>1.20</b>
Reg 5 Non-metro	48.11	27.91	17.85	3.78	1.27

Volume

	<u>PM</u>	<u>RR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
<b>Total Metro Markets</b>	<b>96146035</b>	<b>41317915</b>	<b>28053791</b>	<b>18242224</b>	<b>2735980</b>
Total Non-Metro Mkts	129571695	80489371	43369480	17869137	4913535
<b>Reg 1 Metro</b>	<b>22516073</b>	<b>7068598</b>	<b>5371749</b>	<b>6688781</b>	<b>361717</b>
Reg 1 non-metro	15121442	7921715	4943427	3771838	607718
<b>Reg 2 Metro</b>	<b>18549236</b>	<b>8991879</b>	<b>4706507</b>	<b>3392347</b>	<b>515976</b>
Reg 2 Non-metro	38567213	28543649	12020469	6846246	1075458
<b>Reg 3 Metro</b>	<b>14492313</b>	<b>7247602</b>	<b>4513107</b>	<b>1138274</b>	<b>375847</b>
Reg 3 Non-metro	28733225	17918576	10496169	2987737	1079179
<b>Reg 4 Metro</b>	<b>22043276</b>	<b>11083932</b>	<b>7509025</b>	<b>5390642</b>	<b>1077022</b>
Reg 4 Non-metro	31761022	17195730	10145780	3068591	1742045
<b>Reg 5 Metro</b>	<b>18545137</b>	<b>6925904</b>	<b>5953403</b>	<b>1632180</b>	<b>405418</b>
Reg 5 non-metro	15388793	8909701	5763635	1194725	409135

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